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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

IndiaBroadband
Linking India

No. 24- 12 /2010 – NWO (CFA) / IN

Dated 23 -06 - 2011

To,
All Heads of Telecom Circles / Telecom Districts,
BSNL

Subject: Revenue Performance of Post Paid and Pre Paid IN services-Regarding

Kindly refer to this office letter of even number dated 04.04.2011 vide which targets for IN services including Postpaid Services were communicated to you for the year 2011-12.

This office has taken various measures for promoting IN services & increasing revenue from these services. Some of the major steps taken for popularizing the prepaid services are:

- Implementation of per second tariff in prepaid IN cards (UITC/ITC/Call Now cards)
- Introduction of Smart ITC card
- Revision of ISD call charges to popular destinations in UITC to be effective w.e.f. 27.06.2011.
- Introduction of PIN less dialing feature in UITC on calling line identification feature.

For popularizing the postpaid services various marketing related materials has already been made available to field units.

However, despite the various efforts made by this office the IN revenue is not increasing. Revenue from Postpaid IN service is almost flat and IN revenue from prepaid services is decreasing exponentially. Compiled Report regarding revenue achievement for post-paid IN services till May 2011 and revenue achievement for prepaid IN services for April 2011 is available at Annexure-I and Annexure-II respectively.

As per available data, only Rs 31.2 Cr (7.25 % of target) revenue for post paid IN services could be earned in first two months against the yearly target of Rs 430/- Cr and for prepaid IN services only Rs 2.1 Cr (1.2% of target) could be earned in April 2011 against the yearly target of Rs 170/- Cr. **Extraordinary efforts have to be made to achieve the remaining revenue target in year 2011-12.**

Posts paid IN services are high margin products due to their higher tariffs as compared to other land line services. ARPU per month of these services is also very high (TFS: Rs 33,000/-, UAN: Rs 68,000/-, VPN: 57,000/-). Therefore, these services are having a good potential to generate revenue with little effort.

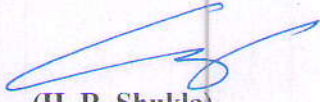
More efforts are required to be made by Enterprise/Sales and CFA wing of circles to makeup the revenue shortfall. **Director (CFA) has desired that Targets for EB/Sales Cells, in your circle, in addition to NWO-CFA wing, shall also be fixed for Q2, Q3 & Q4.** There is still a lot of markets such as Government bodies, small and medium companies etc which are still to be tapped. Writing letters to potential customers is one of the simplest but effective tools to target our potential customers.

In this regard detailed instructions has already been issued vide letter of even no. dated 20.10.2010. Also various Marketing related material is available under "IN Download" link- available in Home page of NWO-CFA section in BSNL Intranet.

It is to again emphasis that AP, HR, Kerala, MH, GJ, KOL TD, PB, RJ & TN circles have huge potential for IN services and more efforts can result in handsome revenue. These circles can easily achieve their targets if focused efforts are ensured at SSAs & circle level. Karnataka and Chennai Circle had made good efforts for increasing the IN revenue. Other Circles may take advantage of experiences of these circles in planning their efforts.

It is expected that revenue collection during the rest of the period of this year will improve with increased and focused efforts of all concerned. Suggestion/comment/feedback for above can be sent to sanjaykumar1@bsnl.co.in.

Encl: A/A.


(H. R. Shukla)
Sr. GM (NWO- CFA)
BSNL Corp. Office

Copy To: All GM (NWO-CFA), Circle